



# Cleaner Greener Production Programme

## AT A GLANCE

Musgrave Group wanted to examine the feasibility of successfully registering some of our "own-brand" products to the EU Ecolabel scheme.

During the project Musgrave Group have successfully identified 'own-brand' products that can be registered to the EU Eco-Label scheme, i.e. toilet-paper and kitchen roll. Furthermore, we have identified a manufacturer in our suppliers list that can manufacture the products to the specifications required, at a market-acceptable price for our consumers. It is expected that we will be able to have these Eco-Labelled products on our supermarket shelves in the near future.

## MUSGRAVE GROUP

Musgrave Group is Ireland's largest grocery and food distributor. The company operates a countrywide distribution network, servicing 24% of the market in the Republic of Ireland and 11% in Northern Ireland; a 20% share of the market on the island. Musgrave is in partnership with independent retailers.

Musgrave was founded in Cork in 1876. The group is now the second largest private company in Ireland and one of the fifteen largest corporations overall. Musgrave is a family-controlled Irish company and pioneered voluntary group retailing in Ireland. Musgrave also pioneered cash and carry wholesaling.

Musgrave Group owns the franchises to the SuperValu group of over 200 supermarkets and the Centra group of over 300 supermarkets, foodmarkets and convenience stores. The franchise stores are independently owned by the retailers who operate them.



## MUSGRAVE GROUP OWN-BRAND ECO-LABEL - A FEASIBILITY STUDY

### AIMS

The first objective was to assess the appropriate and necessary process changes and improvements that are required to reduce environmental impacts to the levels needed for EU Flower Eco-label Registration of Musgrave SuperValu-Centra Ltd., own-brand products.

The second objective was to assess the appropriate and necessary process changes as well as improvements that are required to bring the current life-cycle of the tissue product to EU Flower Eco-label standard. Furthermore, meetings with the national competency body to discuss pros and cons were sought.

The third objective was to assess the feasibility of translating manufacturing process for eco-labelled tissues at the Georgia Pacific (UK) Stubbons manufacturing plant) to the Dublin-based Georgia Pacific (IRL) manufacturing plant. The UK product has been awarded the EU Flower Eco-label standard by the British competent body DEFRA. The dossier on manufacturing processes was analysed for feasibility, legal implications were to be examined and meetings with the national competency body to discuss eco-labelling of product manufactured in Ireland were sought.

### PROJECT DESCRIPTION

The requirements for EU Flower Eco-label registration have been identified for own-brand tissue and cleaning products.



Fig 1. Target Product 1: SuperValu/Centra Toilet Tissue

The manufacturers of own-brand tissue and cleaning products have all been approached regarding their thoughts on the EU Flower Ecolabel.

The attitude of manufacturers toward overhauling manufacturing operations, use of new raw materials and modification of packaging practice to name but a few may prove inhibitory to the feasibility of implementation of an eco-label for a Centra/SuperValu own-brand product.

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Fig 2.  
Target Product 2: SuperValu/Centra Kitchen Roll Products

Therefore, our next attempt to interest our own-label product manufacturers in environmentally responsible production will be to present a competitive and attractive, cost-effective solution to changing manufacturing processes.



Fig 3.  
Target Product 3: SuperValu/Centra clothes-washing detergents/fabric softeners

The manufacturers of own-brand tissue products have sought advice in regard to obtaining the EU Flower Ecolabel for their product from the national competency body who award the label (NSAI). NSAI have provided a list of resources, operations, and reporting needs that will have to be investigated on a feasibility basis before standard operating procedures and testing can be carried out.



Fig 4.  
Target Product 4: SuperValu/Centra dish-washing detergents

Georgia Pacific (IRL) has translated the manufacturing process used at the Georgia Pacific (UK) manufacturing plant to changes necessary at the Dublin-based plant. Georgia Pacific (IRL) has provisionally applied for the EU Flower Eco-label for their product from the national competency body who award the label (NSAI). Changes that will prove inhibitory to the feasibility of implementation of an eco-label for a Centra/SuperValu own-brand product remain unidentified at this time. However, progress on getting the Own-label tissue product manufacturer committing to research of the eco-label issue has been slow with quantity and costs of environmental impact still unknown.

Therefore, the tissue products manufacturer who makes the MSVC own-label tissue products is negotiating, as present, some input from MSVCs to their research costs to investigate options for complying with the EU Flower ecolabel criteria. Furthermore, avenues for financial assistance to change operational practice/equipment (giving the project a higher chance of feasibility) are also being explored.

## OUTCOMES

The main environmental impacts of producing tissue-paper products to the EU ecolabel specification is the reduction of ecological damage related to the use of natural resources by encouraging sustainable forestry management. Specifically the main reductions in environmental impact related to the



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production of the products in question will be:

- A reduction in water pollution, particularly in regard to chlorinated compounds used in the industry and chemical oxygen demand (COD).
- A reduction in air pollution, particularly in regard to the two greenhouse gases associated with the industry – Sulphur Dioxide (SO<sub>2</sub>) and Carbon Dioxide (CO<sub>2</sub>).
- A reduction in the impacts of solid waste, specifically through recycling measures, recovery of waste materials and correct handling of hazardous wastes.
- A reduction in the use of energy to make the products in question.

The focus of the project was to ensure that the costs of the alterations and changes required for this certification process would not be passed on to the consumer, in terms of the cost of the product in relation to its market competitors – happily it appears that this will be the case, the new product will not be significantly more expensive than its existing counterpart on our supermarket shelves.

Furthermore it is believed that the production of this new product will not bring new costs to either the manufacturer or Musgrave Group. Indeed, it is believed that the manufacturer will see improvement in their management costs related to energy use, effluent charges, waste management charges and other efficiency-related items.

Finally, Musgrave Group believe that the introduction of these ecolabel-registered products will help bring a new awareness to the Irish consumer in regard to cleaner production and environmentally-sound products.

It is Musgrave Group's intention to actively market these products in their supermarkets as part of the Environmental Charter commitments to educate customers in effective environmental management.

When the Ecolabelled products become commercially available in Supervalu and Centra supermarkets, it is expected that Musgrave Group will examine the feasibility of achieving certification for other 'own-brand' products, which could include other tissue products, light-bulbs or detergents.

Musgrave Group are also aware, and are following with interest, the EU LIFE project that is concerned with the development of an Ecolabel for retail outlets/premises.

## NEW INITIATIVES

Greening of the supply chain is a major objective of the Musgrave Group Environmental Charter over the next number of years.

The company will be liaising with suppliers over the next few years to try and help them to improve their environmental performance in the manufacture and supply of the products which MG trade.

Musgrave Group can provide a good example to the supply chain by showing that they are serious about the sustainability of "own-brand" products, and that the achievement of producing sustainable produce for the marketplace is: (a) not onerous, (b) repeatable, (c) worthwhile, and (d) valuable to the marketplace.

## MORE INFORMATION

### For more information on this project contact:

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## CLEANER GREENER PRODUCTION IS...

the application of integrated preventive environmental strategies to processes, products, and services to increase overall efficiency and reduce risks to humans and the environment.

- Production processes: conserving raw materials and energy, eliminating toxic raw materials, and reducing the quantity and toxicity of all emissions and wastes
- Products: reducing negative impacts along the life cycle of a product, from raw materials extraction to its ultimate disposal.
- Services: incorporating environmental concerns into designing and delivering services.

## CLEANER GREENER PRODUCTION REQUIRES...

new attitudes, better environmental management, and evaluating available technology options. We need to take good environmental practice to the stage where it is an inherent part of any business operation.

## HOW IS CLEANER GREENER PRODUCTION DIFFERENT?

Much of the current thinking on environmental protection focuses on what to do with wastes and emissions after they have been created. The goal of cleaner, greener production is to avoid generating pollution in the first place.

This means:

- Better efficiency
- Better business
- Better environmental protection
- Lower costs
- Less waste
- Less emissions
- Less resource consumption

## WHY IS THE CLEANER GREENER PRODUCTION PROGRAMME BEING RUN?

The Irish Government, through the National Development Plan 2000 - 2006, has allocated funds to a programme for Environmental Research, Technological Development and Innovation (ERTDI).

The Department of the Environment and Local Government asked the Environmental Protection Agency (EPA) to run the CGPP as part of the ERTDI programme. With the programme continuing to 2006 about 60 businesses will be supported to implement cleaner greener production and to demonstrate their achievements to the rest of Ireland.

The long-term goal is to ensure that cleaner, greener production becomes the established norm in Ireland. The programme seeks to promote environmentally friendly business through increased resource productivity, waste reduction, recovery of materials, improved efficiency in a product value chain, energy management, and a change of culture within organisations.

The programme aims are focussed on avoiding and preventing adverse environmental impact rather than treating or cleaning up afterwards. This approach brings better economic and environmental efficiency.

## PROGRAMME MANAGERS:

The Clean Technology Centre (CTC) at Cork Institute of Technology was appointed to manage the programme in association with O'Sullivan Public Relations Ltd, and Energy Transport Actions Ltd, (ENTRAC).

The CTC was established in 1991 and is now nationally and internationally regarded as a centre of excellence in cleaner production, environmental management and eco-innovation across a range of industrial sectors.

## WHERE CAN I GET FURTHER INFORMATION?

This case study report is one of 29 reports available from the organisations that participated in the first phase of the Cleaner Greener Production Programme. A summary of all the projects and CD containing all the reports are also available. More information on the Programme is available from the Environmental Protection Agency

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